SPONSORSHIPS 101

HOW CAN SPONSORSHIPS HELP OUR STUDENTS?
FIRST, A REMINDER OF THE FOUNDATION'S ROLE:

PEOPLE

PURPOSE
WHAT'S A SPONSORSHIP?

A WAY TO PARTNER
BUSINESS PROPOSAL
AN EXCHANGE!
MUTUAL BENEFITS

...A WIN-WIN FOR BOTH NON-PROFITS AND PARTNERS
WHO FUNDS SPONSORSHIPS - AND WHY?

BUSINESSES (LARGE & SMALL), COMMUNITY GROUPS, NON-PROFITS, PEOPLE (SOMETIMES)

RECOGNITION BRAND VISIBILITY IMPACT

PEOPLE AND ENTITIES YOU KNOW!
WHY ARE SPONSORSHIPS SO WONDERFUL?

BECAUSE THEY BENEFIT OUR STUDENTS!

WIN-WIN

INCREASE FUNDS FOR MESA & MESA STUDENTS

HELP CREATE & STRENGTHEN PARTNERSHIPS

REDUCE A SPECIFIC TYPE OF EXPENSE: OVERHEAD

SOUNDS PRETTY COOL!

CAN WE DO THAT?
SD MESA
SPONSORSHIP OPPORTUNITIES!

MANY OF YOU HAVE OFFERED SPONSORSHIP OPPORTUNITIES

RESOURCE DEVELOPMENT & COMMUNICATIONS CAN HELP

ANNOUNCING: SCHOLARSHIP AWARDS CEREMONY SPONSORSHIP OPPORTUNITIES!!!
SPONSORSHIPS AND YOU
HOW DOES IT WORK?

REQUESTING A SPONSORSHIP IS A SIMPLE AND FLEXIBLE PROCESS

1- IDENTIFY POTENTIAL SPONSORS
   WHO ARE WE ALREADY TALKING TO?

2- INTERNAL "GAME PLAN"
   CHAT WITH KRISTA! WHY? WE DON'T WANT TO ASK TWICE

3- HAVE A CONVERSATION
   REACH OUT DIRECTLY OR MAKE AN INTRODUCTION

4- OFFER THE OPPORTUNITY TO INVEST
   THIS IS WHERE OUR PACKET COMES IN HANDY! DON'T WANT TO ASK? THAT'S OK!

5- FOLLOW-UP AND CIRCLE BACK!
   THERE'S A FORM OUR SPONSORS CAN FILL OUT + CHAT WITH KRISTA. WHY? SO OUR RIGHT HAND IS TALKING TO OUR LEFT

SDMCF

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I WOULD LOVE TO HEAR FROM YOU.

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